

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Steve Bellissimo

DATE: August 28, 1995

FROM J. Yvette Robinson/Event Marketing

SUBJECT: Event Fact Sheet for State Fair of Oklahoma

Marlboro Community Event Marketing will be a participant at the State Fair of Oklahoma on September 15 through October 1, 1995. Specific information is as follows:

EVENT: State Fair of Oklahoma

DATES: September 15 - October 1, 1995
Thursday September 21, 1995--7:00pm (CONCERT)

TIME: Friday - 12pm - 11pm
Saturday - 12pm - 11pm
Sunday - 12pm - 11pm
Monday - 12pm - 11pm
Tuesday - 12pm - 11pm
Wednesday- 12pm - 11pm
Thursday- 12pm - 11pm

LOCATION: State Fairgrounds
Oklahoma City, OK

PROMOTER: Scott Munz, Manager
Promotion and Special Events
State Fair of Oklahoma
P.O. Box 74943
Oklahoma City, OK 74943
(405)948-6700

PHILIP MORRIS
ACTIVITIES:

In consideration for Philip Morris providing talent for the Concert ("Artists"), Promoter grants Philip Morris the following sponsorship rights:

- The exclusive right to conduct tobacco sales and branded incentive distribution to smokers twenty-one years of age and older from two promotional kiosks and one 10' x 22' promotional tent, to be provided by Philip Morris, with electrical power, at sites at the Fair to be mutually agreed upon by the parties;
- The right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;

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- The right to receive 200 complimentary Concert tickets and 100 complimentary parking passes, which will be delivered to Philip Morris upon execution of the Agreement;
- The right to recognition in advertising placed in connection with the Concert or the Fair and the right to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris, **MARLBORO** or **MARLBORO Music**, provided that the approval is effected on a timely basis.

SALES CONTACT:

Steve Vasquez
(913)491-0898
(913)491-9275

SHIPMENT OF MATERIALS:

Incentive items have been shipped to:

D&M Distribution
7815 Gemini Drive
Oklahoma City, OK 73179
Delivery Date: September 8, 1995
"Hold for Phoenix Marketing"

Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

cc: S. Anderson
I. Broeman
J. Fontanez
K. McGrath
S. Sampson

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